
Diamantina Shire Council

POSITION DESCRIPTION



SUSTAINABLY DEVELOPING THE OUTBACK

- 1.0 TITLE:** Communication Officer
- 2.0 AWARD:** Queensland Local Government
(Stream A) Industry Award – State 2017
- 3.0 SECTION:** Administrative, Clerical, Professional, Supervisory and Community Service
- 4.0 CLASSIFICATION:** Level 5
- 5.0 DEPARTMENT:** Community and Economic Development
- 6.0 BRANCH:** Tourism
- 7.0 LOCATION:** Birdsville

8.0 POSITION OBJECTIVE

Support the Council's internal and external communications strategy, write and disseminate publicity material, respond to enquiries from the public and media, and coordinate promotional events and specialised projects.

9.0 REQUIREMENTS OF THE JOB

a) Skills

- High level creative thinking, communication and interpersonal skills dealing with the public and other organisations
- Excellent organisation skills and proven ability to manage communications projects to different target markets
- High level experience in promoting events/programs within budgetary constraints
- High level knowledge of policies, procedures and regulations relevant to media, website and social media in a local government structure
- Ability to communicate, coordinate, motivate staff and the community in a marketing environment to deliver project outcomes
- Problem-solving skills, with the ability to use initiative and make recommendations on solutions
- Ability to prioritise workload, meet deadlines and deliver quality outcomes
- Exceptional written and verbal interpersonal communication skills including the ability to liaise effectively with internal and external stakeholders
- High level accuracy and attention to detail with the ability to produce complex documents and reports
- High level skills in the use Microsoft Office and social media products and applications
- Ability to work autonomously, with limited direction prioritising work commitments to meet deadlines
- Ability to work as a team member and contribute to team outcomes

b) Knowledge

- Knowledge of requirements relevant to public relations, marketing and communications
- Knowledge and understanding of applicable local government policies and procedures including the Local Government Act 2009
- Workplace health and safety systems and processes
- Quality Assurance requirements and procedures

c) Experience and/or Qualifications

- Minimum 2-5 years' relevant experience in a communications and public relations role within a council environment
- Communications qualification or equivalent discipline
- Current Queensland C class drivers licence

10.0 KEY DUTIES / RESPONSIBILITIES

a) Communication Management

- Plan, develop and implement an effective communications strategy based on Council's target audience
- Write, edit, and distribute content, including publications, press releases, website content, annual reports, speeches, monthly newsletters and other marketing material that promotes the Council's activities, products and/or services
- May be required to direct media inquiries to relevant Council officers and convey messages to management
- Establish and maintain effective relationships with journalists and maintain media correspondence in regards to press releases
- Maintain records of media coverage and collate analytics and metrics
- Proficiency in photography, desktop design and publishing software (desired)
- Work with the Tourism Manager to coordinate the media and communications for the calendar of annual community activities/events and recreational activities for the community
- Work with internal Council departments to develop and manage website information, social media content
- Conduct staff and community surveys and provide detailed reports
- Assist the funding coordinator with written applications, proof reading and the development of annual reports
- Plan, implement and collaborate with other Council departments for the publicity of approved programs, events and festivals in accordance with Council's strategic plan
- Publicise community events on social media and assist with promotional material for events and programs
- Seek opportunities to enhance the reputation of the Council and coordinate publicity events as required
- Manage conflicts as they arise and escalate to management
- Liaise with government and non-government agencies regarding event planning
- Provide customer service to internal and external customers in a professional, ethical, courteous and efficient manner
- Comply with all Council's policies including but not limited to the, Code of Conduct, Drug and Alcohol policy, Smoking policy and Workplace Bullying and Harassment Policy and Quality Assurance System
- Perform other Council work within your capabilities as directed

b) Workplace Health and Safety

- Undertake the responsibilities relevant to the position as specified in Schedule 1 – WH&S Obligation and Responsibility Statement as amended from time to time

c) Quality Management

- Ensure obligations and responsibilities are met within Council's quality management framework

d) Risk Management

- Comply with Council's Risk Management Policy and Framework
- Perform duties in a manner which is within an acceptable level of risk, as determined by Council's Risk Management Framework
- Undertake and participate in risk management training as required

Note: An employee may be directed to carry out such duties as are within the limits of the employee's skill, competence and training. All employees have a legal obligation and are required to observe Council policies and procedures in relation to Code of Conduct, Confidentiality, Anti-Discrimination, Equal Employment Opportunity; Workplace Health & Safety; Employee Welfare; the Environment and Service Delivery Standards. Employees must also fulfil all recordkeeping responsibilities in accordance with relevant Information Standards and associated guidelines.

11.0 KEY SELECTION CRITERIA

- 1) Demonstrated ability to manage competing communications activities ensuring compliance, regulations and standards are met within council's objectives
- 2) Proven high level experience in developing and implementing press releases, written media and communications strategies
- 3) Excellent verbal, written, interpersonal and negotiation skills with proven ability to effectively communicate and liaise with all levels of internal and external customers and the community
- 4) Demonstrated ability to produce high level correspondence and reports
- 5) Demonstrated initiative and motivation to take on responsibilities and the ability to plan, solve problems and prioritise own workload with minimal supervision
- 6) Advanced computer skills with experience in the Microsoft Suite, desktop publishing software together with a sound working knowledge of social media platforms (IX and advantage)
- 7) Ability to operate effectively in a team, contributing positively to team operations and working relationships in a friendly and flexible manner
- 8) Demonstrated commitment to Workplace Health and Safety policies and procedures

Note: As part of any recruitment for this position, Council may require the applicant to undertake a Criminal Records Check, Working with Children Check, Physical fitness/medical test, drug or alcohol test, relevant skill test, personality profile and/or psychometric testing prior to appointment. It is a condition of employment with DSC that all applicants agree to this requirement before appointment. Some positions require incumbent to undergo mandatory immunisation or provide medical documentary evidence of suitable immunisation as the work environment may involve exposure to areas identified as "at risk" work areas.

12.0 PHYSICAL DEMAND CATEGORY

SEDENTARY WORK							
Light Duty	Frequent lifting / carrying of objects weighing up to 5kgs.					<input checked="" type="checkbox"/>	
Work	Frequent lifting / carrying of objects weighing up to 10kgs.					<input type="checkbox"/>	
Heavy Work	Frequent lifting / carrying of objects not exceeding 25kgs					<input type="checkbox"/>	
WORK ENVIRONMENT							
ATTRIBUTE			MANOEUVRE	FREQUENT	OCCASIONAL	NONE	
Chemicals	<input type="checkbox"/> YES	<input type="checkbox"/> NO	Bending	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Cold	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO	Squatting	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Dampness	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO	Climbing	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Fumes/gases	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO	Twisting	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Heat / Humidity	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	Reaching	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Heights	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO	PLANT OPERATION				
Noises	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	Maximum seat rating of 120kgs				
SPECIFIC ACTIONS REQUIRED				AUDIO – VISUAL DEMANDS		REPETITIVE MOTIONS	
This job may include:							
Standing/Walking	Sitting	Driving	Hearing		<input type="checkbox"/>	Foot Movement	<input type="checkbox"/>
<input type="checkbox"/> None	<input type="checkbox"/> None	<input type="checkbox"/> None	Depth Perception		<input type="checkbox"/>	Fine Manipulation	<input type="checkbox"/>
<input type="checkbox"/> Occasional	<input checked="" type="checkbox"/> Occasional	<input type="checkbox"/> Occasional	Colour Discrimination		<input type="checkbox"/>	Pushing/Pulling	<input type="checkbox"/>
<input type="checkbox"/> 1-4 hrs	<input type="checkbox"/> 1-4 hrs	<input type="checkbox"/> 1-4 hrs	Peripheral Vision		<input type="checkbox"/>	Finger Dexterity	<input type="checkbox"/>
<input checked="" type="checkbox"/> 4-6 hrs	<input type="checkbox"/> 4-6 hrs	<input checked="" type="checkbox"/> 4-6 hrs				Simple Grasping	<input type="checkbox"/>
<input type="checkbox"/> 6-8 hrs	<input type="checkbox"/> 6-8 hrs	<input type="checkbox"/> 6-8 hrs					

13.0 PROFESSIONAL DEVELOPMENT OPPORTUNITIES

Qualification	Pathway	Pathway Professional Development
Diploma in communication, PR or similar	Other management roles within Council	Further tertiary studies in relevant area of interest

ORGANISATIONAL RELATIONSHIPS / ACCOUNTABILITY

Reports to: Director of Community and Economic Development

Internal Liaisons: All Council Departments

Oversees: Nil

External Liaisons: State and Local Government authorities as appropriate, suppliers and contractors, Councillors, community members/groups, and members of the general public.

14.0 EXTENT OF AUTHORITY

As per Council's Delegation Register

15.0 APPROVALS

Approved by: Director of Community and Economic Development

Signed: _____

Date:

I, _____, have read and understood this Position Description – **Communications Officer** and accept the objectives and responsibilities of this position.

Signed: _____

Date: ____/____/____

Print name: _____